CLAIMS

1.   A method to store data and multimedia files onto external memory devices for use with mobile devices, said method comprising the steps of:

(a) receiving multimedia data;

(b) encoding and compressing said received multimedia data in a format compatible with at least one mobile device;

(c) authoring a multimedia asset with a menu based on said encoded and compressed multimedia data;

(d) transferring a media player and said authored multimedia asset with said menu onto at least one external memory device, said media player chosen to ensure playback of multimedia asset with said menu;

(e) encrypting said transferred multimedia asset in said at least one external memory device, and

wherein said multimedia asset is accessible when said at least one external memory device, with said encrypted multimedia asset, is used in conjunction with a compatible mobile device.

2.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said multimedia data in step (a) is received over a network.

3.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 2, wherein said network is any of the following: local area network (LAN), wide area network (WAN), wireless network, cellular network, or the Internet.

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4.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said multimedia data in step (a) corresponds to data extracted from an optical disk.

10   5.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per clam 4, wherein said optical disk is a DVD.

6.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said multimedia data

15   comprises video data, audio data, and menu data.

7.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said multimedia data is data associated with a multimedia score card.

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8.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said multimedia data is data associated with a video game.

9.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein when said multimedia is stored in an analog format, said method further comprises the step of performing a analog-to-digital conversion prior to said encoding and compression step (b).

10.   A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 1, wherein said mobile device is any of the following: a personal digital assistant (PDA) or a mobile handset.

11.   An external memory device for use with at least one mobile device, said external memory device comprising:

storage region storing audio data;

storage region storing video data;

storage region fstoring menu data;

storage region storing an embedded media player to playback in a compatible mobile device said audio and video data, and

wherein said menu, audio, and video data are created and written onto said external memory device based on encoding, compressing, authoring, and encrypting corresponding data stored in an optical disk.

5   12.   An external memory device as per claim 11, wherein said optical disk is a DVD containing a movie, a television show, or a long or short form of video.

13.   An external memory device as per claim 11, wherein said mobile device is any of the following: a personal digital assistant (PDA) or a mobile handset.

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14.   A method to store data and multimedia files onto external memory devices for use with mobile devices, said method comprising the steps of:

(a) extracting multimedia content and menu data from a storage medium;

(b) encoding said menu data in a format compatible with at least one

15   mobile device;

(c) encoding and compressing said received multimedia data in said format compatible with at least one mobile device;

(d) authoring a multimedia asset based on said encoded menu data and said encoded and compressed multimedia data;

20   (e) transferring said authored multimedia asset onto at least one external memory device with a multimedia player to playback said authored multimedia asset;

(f) encrypting said transferred multimedia asset in said at least one external memory device, and

wherein said multimedia asset is accessible when said at least one external memory device with said encrypted multimedia asset is used in conjunction with a compatible mobile device.

15. A method to store data and multimedia files onto external memory devices for use with mobile devices, as per clam 14, wherein said storage medium is an optical disk.

16. A method to store data and multimedia files onto external memory devices for use with mobile devices, as per clam 15, wherein said optical disk is a DVD.

17. A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 14, wherein said multimedia content and menu data are associated with a movie, a television show, or a long or short form of video.

18. A method to store data and multimedia files onto external memory devices for use with mobile devices, as per claim 14, wherein said mobile device is any of the following: a personal digital assistant (PDA) or a mobile handset.

19.   An article of manufacture comprising a computer user medium having computer readable program code embodied therein which implements a method to store data and multimedia files onto external memory devices for use with mobile devices, said medium comprising:

5   (a) computer readable program code extracting multimedia data;

           (b) computer readable program code encoding and compressing said received multimedia data in a format compatible with at least one mobile device;

           (c) computer readable program code authoring a multimedia asset with a menu based on said encoded and compressed multimedia data;

10   (d) computer readable program code aiding in the transfer of a media player and said authored multimedia asset with said menu onto at least one external memory device, said media player chosen to ensure playback of multimedia asset with said menu;

           (e) computer readable program code encrypting said transferred

15 multimedia asset in said at least one external memory device, and

           wherein said multimedia asset is accessible when said at least one external memory device, with said encrypted multimedia asset, is used in conjunction with a compatible mobile device.

20 20.   An article of manufacture comprising a computer user medium having computer readable program code embodied therein which implements a method to

store data and multimedia files onto external memory devices for use with mobile devices, said method comprising the steps of:

(a) computer readable program code aiding in the extraction of multimedia content and menu data from an optical disk;

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(b) computer readable program code encoding said menu data in a format compatible with at least one mobile device;

(c) computer readable program code encoding and compressing said received multimedia data in said format compatible with at least one mobile device;

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(d) computer readable program code authoring a multimedia asset based on said encoded menu data and said encoded and compressed multimedia data;

(e) computer readable program code aiding in the transfer of said authored multimedia asset onto at least one external memory device with a multimedia player to playback said authored multimedia asset;

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(f) computer readable program code encrypting said transferred multimedia asset in said at least one external memory device, and

wherein said multimedia asset is accessible when said at least one external memory device, with said encrypted multimedia asset, is used in conjunction with a compatible mobile device.

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